

IN THE CLAIMS

Claim 1 (**currently amended**). Double-sidedly pressure-~~sensitively~~ sensitive adhesive tape having sides which differ in adhesive strength, comprising at least one adhesive layer, wherein the pressure-sensitive adhesive of the more weakly adhering adhesive layer is based on an ethylene-vinyl acetate copolymer with a vinyl acetate content in the copolymer of from 25 to 92% by weight, ~~preferably 40 to 70% by weight~~, the adhesive mass ~~is~~ optionally being mixed with additives ~~such as selected from the group consisting of~~ tackifying resins, plasticizers, ageing inhibitors ~~or and~~ fillers.

Claim 2 (**currently amended**). Double-sidedly pressure-~~sensitively~~ sensitive adhesive tape according to Claim 1, wherein the adhesive tape is composed of two adhesive layers of which at least the more weakly adhering side is formed of the EVA-based pressure-sensitive adhesive.

Claim 3 (**currently amended**). Double-sidedly pressure-~~sensitively~~ sensitive adhesive tape according to Claim 1, wherein the adhesive tape is composed of a backing layer, which is optionally a laminate of two or more individual layers and on which two adhesive layers are applied in opposition on a backing layer, at least the more weakly adhering side of which is formed of the EVA-based pressure-sensitive adhesive.

Claim 4 (**currently amended**). Double-sidedly pressure-~~sensitively~~ sensitive adhesive tape according to Claim 1, wherein the adhesive tape is in the form of punched or cut shapes.

Claim 5 (**currently amended**). Double-sidedly pressure-~~sensitively~~ sensitive adhesive tape according to Claim 1, wherein the thickness of the tape is between 20 μm to 300 μm , ~~preferably 30 μm to 200 μm , more preferably 40 μm to 100 μm .~~

Claim 6 (**currently amended**). Double-sidedly pressure-~~sensitively~~ sensitive adhesive tape according to Claim 1, wherein the bond strength of the ethylene-vinyl

acetate copolymer-based pressure-sensitive adhesive for the more weakly adhering side of the adhesive tape is between 0.01 and 0.4 N/cm, measured on steel (~~see test methods~~), or between 0.1 and 0.8 N/cm, ~~preferably between 0.2 and 0.6 N/cm~~, measured on the readout side of the storage medium (~~see test methods~~) and/or on the more strongly adhering side adhesive forces on steel (~~see test methods~~), determined at a peel angle of 180° ~~of are~~ greater than about 1.0 N/cm, ~~preferably greater than 2.0 N/cm, more preferably greater than 3.0 N/cm.~~

Claim 7 (currently amended). Method Use of a double-sidedly pressure-sensitively adhesive tape according to Claim 1 for the adhesive bonding and also residue-free and damage-free redetachment of flexible storage media ~~of, for example, the CD, CD-ROM or DVD type~~ to curved, bent, creased, ~~and also~~ planar or substantially planar surfaces which comprises bonding said storage media to said surfaces with the double-sided pressure-sensitive adhesive tape of Claim 1.

Claim 8 (currently amended). Method of Claim 7, wherein said surfaces are Use of a double-sidedly pressure-sensitively adhesive tape according to Claim 1 for the adhesive bonding and also residue-free and damage-free redetachment of inflexible storage media ~~of, for example, the CD, CD-ROM or DVD type~~ to planar or substantially planar surfaces.

Claim 9 (currently amended). Method of claim 8, wherein said media is selected from the group consisting of Use of a double-sidedly pressure-sensitively adhesive tape according to Claim 1 for the adhesive bonding and also residue-free and damage-free redetachment of customer cards, and credit cards ~~to and said planar or substantially planar surfaces are~~ personal letters for sending out the customer cards or credit cards.

Claim 10 (new). The Double-sidedly pressure-sensitive adhesive tape of Claim 1, wherein said vinyl acetate content is 40 to 70% by weight.

Claim 11 (new). The Double-sidedly pressure-sensitive adhesive tape of Claim 5, wherein said thickness is 30 µm to 200 µm.

Claim 12 (new). The Double-sidedly pressure-sensitive adhesive tape of Claim 11, wherein said thickness is 40 μm to 100 μm .

Claim 13 (new). The Double-sidedly pressure-sensitive adhesive tape of Claim 6, wherein said bond strength of the ethylene-vinyl acetate copolymer-based pressure-sensitive adhesive for the more weakly adhering side of the adhesive tape measured on the readout side of the storage medium is between 0.2 and 0.6 N/cm

Claim 14 (new). The double-sidedly pressure-sensitive adhesive tape of Claim 6, wherein said bond strength for the more strongly adhering side adhesive forces on steel, determined at a peel angle of 180° , is greater than 2.0 N/cm.

Claim 15 (new). The double-sidedly pressure-sensitive adhesive tape of Claim 14, wherein said bond strength for the more strongly adhering side adhesive forces on steel, determined at a peel angle of 180° , is greater than 3.0 N/cm.

Claim 16 (new). The method of Claim 7, wherein said flexible storage media is selected from the group consisting of CDs, CD-ROMs and DVDs.